C7715-3

AUGUST
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '89 VS '88	% 2MO	
	1989	1988		1989	1988
CHRYSLER	13845	21027	65.84	1.57	2.32
(LeBaron)	6970	12025	57.97	.79	1.33
(New Yorker)	5314	6693	79.33	.60	.74
(5th AVE)	957	1485	65.32	.11	.16
(Imperial)	-	-	-	-	-
DODGE	39214	41511	94.47	4.46	4.58
(Daytona)	5715	6743	84.75	.65	.74
(Shadow)	9556	8581	111.36	1.08	.96
(Spirit)	4890	-	-	.56	-
(Dynasty)	5695	4932	115.47	.65	.54
(Aries)	2789	6622	42.12	.32	.73
PLYMOUTH	32455	28470	114.00	3.69	3.14
(Horizon)	7292	8071	90.35	.83	.89
(Sundance)	10779	8573	125.73	1.23	.95
(Acclaim)	6835	-	-	.78	-
(Reliant)	2927	6896	42.44	.33	.76
(Laser)	2083	-	-	.23	-
EAGLE	6643	4356	152.50	.76	.48
(Premier)	4597	3868	118.22	.50	.41
CHRYSLER MTRS CORP	92157	95364	96.64	10.48	10.52
FORD	135491	139336	97.24	15.40	14.89
(Escort)	32911	34824	94.51	3.74	3.84
(Probe)	13208	8123	162.60	1.50	.90
(Mustang)	13176	12641	105.81	1.52	1.39
(Tempo)	18565	25139	73.89	2.11	2.77
(Taurus)	28106	30450	92.30	3.20	3.36
(Crown Victoria)	12151	7695	157.91	1.38	.85
(Thunderbird)	11184	10763	103.91	1.27	1.19
LINCOLN	15329	12812	119.65	1.74	1.41
MERCURY	45722	42589	107.36	5.20	4.70
(Topaz)	7162	8188	87.47	.81	.90
(Sable)	8973	10491	85.53	1.02	1.17
(Cougar)	9858	10099	97.61	1.12	1.11
(Grand Marquis)	13329	8606	154.88	1.52	.95
LINC/MERC DIV	61724	56507	109.23	7.00	6.23
FORD MOTOR CO	197215	192443	102.48	22.42	21.22
BUICK	49188	48503	101.41	5.59	5.35
(Skyhawk)	1457	1657	88.53	.17	.18
(Somerset/Skylrk)	4312	5212	69.41	.49	.68
(Century)	11142	11228	99.23	1.27	1.25
(Regal)	6728	10506	64.04	.76	1.16
(Riviera)	1643	587	279.90	.19	.06
(Reatta)	634	347	182.71	.07	.04
CADILLAC	20956	23102	90.71	2.38	2.55
(Allante)	281	260	106.08	.03	.03
(Eldorado)	2405	3014	79.79	.28	.33
(Seville)	1253	2257	55.52	.14	.25
CHEVROLET	120015	127545	94.10	13.65	14.08
(Nova)	825	7212	11.44	.09	.80
(Celebrity)	8598	19189	44.81	.98	2.12
(Corsica)	15693	18871	72.56	1.56	2.08
(Beretta)	12166	15982	76.12	1.38	1.75
(Cavalier)	24947	28753	86.76	2.84	3.15
(Camaro)	7964	8336	95.54	.91	.92
(Corvette)	2564	1864	137.55	.29	.21
(Monte Carlo)	55	2060	3.16	.01	.23
OLDSMOBILE	52007	63591	81.78	5.91	7.01
(Calais)	8981	10199	88.06	1.02	1.12
(Cutless Ciera)	16569	23593	70.23	1.87	2.60
(Cutlass)	7177	10474	68.52	.82	1.15
(Toronado)	660	1411	46.78	.08	.16
PONTIAC	57132	60785	93.99	6.50	6.70
(Sunbird)	8359	6700	124.76	.95	.74
(Grand AM)	17272	16622	103.91	1.97	1.82
(6000)	5487	7893	69.52	.62	.87
(Bonneville)	7227	7858	91.95	.82	.87
(Firebird)	4725	4903	96.37	.54	.54
(Fiero)	125	2234	5.60	.01	.25
(Grand Prix)	8324	9404	88.52	.95	1.04
GEN MTRS CORP	299328	323551	92.51	34.03	35.67
Misc Domestic	11	7	157.14	-	-
Other Import	290888	295512	98.44	33.07	32.59
U.S. TOTAL	879599	906877	96.99		

© R.L. POLK & CO. 1989

UNITED STATES SUMMARY R. 1-89
AUGUST 1989 ISSUED 10/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	145790	203770	71.55	2.17	2.88	283848
(LeBaron)	65583	104860	62.54	.97	1.48	140610
(New Yorker)	64408	59844	107.63	.96	.85	94741
(5th AVE)	10443	32066	32.55	.16	.45	38848
(Imperial)	-	-	-	-	-	-
DODGE	317237	334939	94.71	4.72	4.73	496416
(Daytona)	51086	52057	98.13	.76	.74	70472
(Shadow)	55068	60044	91.71	.82	.85	89259
(Spirit)	44429	-	-	.66	-	2438
(Dynasty)	79394	44138	179.88	1.18	.62	76834
(Aries)	28116	69663	40.36	.42	.98	101360
PLYMOUTH	201792	229860	87.79	3.00	3.25	333224
(Horizon)	26536	39409	67.33	.39	.56	59777
(Sundance)	55951	56785	100.29	.85	.80	87320
(Acclaim)	53145	-	-	.79	-	2273
(Reliant)	27720	79614	34.82	.41	1.13	110524
(Laser)	11312	-	-	.17	-	-
EAGLE	48930	37982	128.82	.73	.54	62030
(Premier)	30726	22807	134.72	.46	.33	37534
CHRYSLER MTRS CORP	713749	806551	88.49	10.62	11.40	1175518
FORD	1064899	1067909	99.72	15.84	15.10	1577815
(Escort)	238548	251968	94.67	3.55	3.56	384992
(Probe)	95686	28252	338.69	1.42	.40	68129
(Mustang)	124118	121289	102.33	1.85	1.71	169567
(Tempo)	159205	187294	85.00	2.37	2.65	278714
(Taurus)	243906	268715	90.77	3.62	3.81	376971
(Crown Victoria)	74826	78435	95.40	1.11	1.11	113349
(Thunderbird)	81187	87289	93.01	1.21	1.23	118516
LINCOLN	131140	120730	108.62	1.95	1.71	190506
MERCURY	328052	333253	98.44	4.88	4.71	481396
(Topaz)	61416	55285	111.09	.91	.78	85945
(Sable)	80084	83677	95.71	1.19	1.18	118140
(Cougar)	68515	77168	88.79	1.02	1.09	102424
(Grand Marquis)	76665	77012	99.55	1.14	1.09	115160
LINC/MERC DIV	460237	461211	101.52	6.96	6.52	684187
FORD MOTOR CO	1531136	1529126	100.26	22.80	21.62	2262002
BUICK	376511	380018	99.08	5.60	5.37	578652
(Skyhawk)	14093	18799	74.97	.21	.27	26080
(Somerset/Skylrk)	45504	41536	109.55	.68	.59	58037
(Century)	90274	78522	114.97	1.34	1.11	130383
(Regal)	57287	80761	70.93	.85	1.13	123211
(Riviera)	13493	6390	211.16	.20	.09	11289
(Reatta)	5250	1905	275.59	.08	.03	3893
CADILLAC	177509	168103	105.60	2.64	2.38	259772
(Allante)	2008	2338	85.89	.03	.03	3191
(Eldorado)	21587	19641	109.91	.32	.28	30766
(Seville)	16791	14566	115.28	.25	.21	22184
CHEVROLET	950729	1044407	91.03	14.14	14.77	1469632
(Nova)	15606	73288	21.29	.23	1.04	96298
(Celebrity)	124426	172933	71.95	1.85	2.44	252447
(Corsica)	145531	147971	98.35	2.16	2.09	194709
(Beretta)	110449	133149	82.95	1.64	1.88	180181
(Cavalier)	204999	210709	97.29	3.06	2.99	306969
(Camaro)	76710	66674	115.05	1.14	.94	99072
(Corvette)	14256	16462	86.60	.21	.23	22928
(Monte Carlo)	1145	26200	4.37	.02	.37	30196
OLDSMOBILE	420184	474734	88.51	6.25	6.71	708449
(Calais)	65161	70998	91.78	.97	1.00	104843
(Cutlass Ciera)	134719	157261	85.67	2.01	2.22	235522
(Cutlass)	67412	65080	103.58	1.00	.92	112127
(Toronado)	5315	11140	47.71	.08	.16	15054
PONTIAC	489389	511035	95.76	7.28	7.22	759594
(Sunbird)	66570	54418	122.33	.99	.77	82090
(Grand AM)	142434	154745	92.04	2.12	2.18	226053
(6000)	49674	66253	74.98	.74	.94	96750
(Bonneville)	62022	75890	81.73	.92	1.07	107055
(Firebird)	43686	40736	107.24	.65	.58	57421
(Fiero)	2605	18352	14.19	.04	.26	24111
(Grand Prix)	80864	56713	142.58	1.20	.80	97733
GEN MTRS CORP	2414486	2578467	93.64	35.91	36.45	3776348
Misc. Domestic	97	62	154.45	-	-	156
Other Import	2062384	2159880	95.49	30.67	30.53	3265907
U.S TOTAL	6723652	7074086	95.05			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	-	-	24	275	8.73	-	.01
Chevrolet	120728	27.36	887253	880020	100.82	25.94	25.24
Chrysler	-	-	-	-	-	-	-
Dodge	41619	9.43	376170	394014	95.47	11.00	11.30
Ford	123039	27.90	996921	1019135	97.82	29.16	29.20
Freightliner	2079	.47	17767	15305	116.09	.52	.44
G.M.C.	33722	7.64	247510	257750	96.03	7.24	7.39
Hino	183	.04	1455	1339	108.66	.04	.04
Isuzu	9318	2.11	65998	55384	119.16	1.93	1.59
Iveco	212	.05	1424	1450	98.21	.04	.04
Jeep	22735	5.15	169254	160591	105.39	4.95	4.61
John Deere	597	.14	4858	4387	110.74	.14	.13
Kenworth	1491	.34	13064	10813	120.82	.38	.31
Mack/Midliner	1852	.42	18072	16415	110.09	.53	.47
Mercedes Benz	178	.04	1419	2048	69.29	.04	.06
Mitsubishi	3847	.87	28964	37181	77.90	.85	1.07
Navistar	7871	1.78	53054	55013	96.44	1.55	1.58
Nissan	14183	3.21	101770	112625	90.36	2.98	3.23
Peterbilt	1358	.31	12426	10545	117.84	.36	.30
Plymouth	14956	3.39	129084	133889	96.41	3.77	3.84
Pontiac	-	-	-	-	-	-	-
Scania	6	-	85	112	75.89	-	-
Volvo	52	.01	766	1101	69.57	.02	.03
Western Star	95	.02	1025	970	105.67	.03	.03
White	3	-	115	1745	6.59	-	.05
WHITEGMC	1084	.25	11464	6581	174.20	.34	.19
Other Imports	39691	8.99	277522	306169	90.64	8.12	8.78
Miscellaneous Domestic	355	.08	2321	2274	102.07	.07	.07
U. S. Total	441264		3419785	3487131	98.07		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	24
Chevrolet	503316	355758	17151	1385	101	4282	5056	204
Chrysler	-	-	-	-	-	-	-	-
Dodge	282768	93402	-	-	-	-	-	-
Ford	481952	460120	-	16160	-	6088	22223	10378
Freightliner	-	-	-	-	-	-	-	17767
G.M.C.	118868	112415	1603	847	2199	3369	7691	518
Hino	-	-	128	-	302	319	706	-
Isuzu	61004	-	3597	384	143	431	439	-
Iveco	-	-	842	354	177	51	-	-
Jeep	168570	684	-	-	-	-	-	-
John Deere	-	7	310	3700	841	-	-	-
Kenworth	-	-	-	-	-	-	317	12747
Mack/Midliner	-	-	-	-	-	2036	2191	13845
Mercedes Benz	-	-	-	-	-	593	826	-
Mitsubishi	26721	-	1186	-	439	467	151	-
Navistar	-	-	-	79	91	6652	23614	22818
Nissan	100480	-	314	-	446	211	319	-
Peterbilt	-	-	-	-	-	-	577	11849
Plymouth	129084	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	85
Volvo	-	-	-	-	-	-	829	137
Western Star	-	-	-	-	-	-	-	1025
White	-	-	-	-	-	-	-	115
WHITEGMC	-	-	-	-	-	-	-	11484
Other Imports	276235	1287	-	-	-	-	-	-
Miscellaneous Domestic	234	610	-	-	-	-	2	1475
Total	2149232	1024283	25131	22909	4739	24499	64741	104251
1988 Total	2275642	971112	25310	16670	6189	36531	60234	93443
1989 vs '88	94.45	105.48	99.29	137.43	76.57	63.58	107.48	111.57

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	34728	.52	32897	.47
Chevrolet Spectrum	44249	.66	51354	.73
Chrysler Conquest	4526	.07	6978	.10
Dodge Colt DL/SW	20959	.31	29238	.41
Dodge Colt Vista SW	4891	.07	6833	.10
Eagle Medallion	4132	.06	9445	.13
Eagle Summit	13679	.20	-	-
Ford Festiva	47423	.71	44667	.63
GM Lotus	164	-	170	-
L-M XR4	3591	.05	3470	.05
L-M Scorpio	5454	.08	3764	.05
Mercury Capri	-	-	-	-
Mercury Tracer	41372	.62	37380	.53
Plymouth Colt DL SW	19328	.29	26168	.37
Plymouth Colt Vista SW	4565	.07	6324	.09
Pontiac LeMans	38373	.57	38935	.55
T/C by Maserati	828	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	288262	4.29	297623	4.21
OTHER IMPORTS				
Acura	95686	1.42	82111	1.16
Audi	12586	.19	16285	.23
BMW	45672	.68	48405	.68
Honda	431623	6.42	433141	6.12
Hyundai	129391	1.92	184484	2.61
Mazda	151491	2.25	172680	2.44
Mercedes Benz	47640	.71	57741	.82
Mitsubishi	59155	.88	41284	.58
Nissan	318105	4.73	313545	4.43
Saab	23188	.34	26890	.38
Subaru	98610	1.47	101499	1.43
Toyota	434346	6.46	416695	5.89
Volkswagen	85915	1.28	117598	1.66
Volvo	57674	1.01	62655	.89
Yugo	7441	.11	21770	.31
Others	53861	.80	63097	.89
Total Other Imports	2062384	30.67	2159880	30.53
GRAND TOTAL ALL IMPORT CARS	2350646	34.96	2457503	34.74

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	20685	.60	39280	1.13
Dodge RAIDER	5564	.16	4898	.14
Chevrolet GEO TRACKER	5971	.17	-	-
OTHER IMPORTS				
Isuzu	61004	1.78	51127	1.47
Mazda	79031	2.31	65696	1.88
Mitsubishi	26721	.78	35515	1.02
Nissan	100480	2.94	111702	3.20
Subaru	5	-	31	-
Suzuki	19067	.56	46239	1.33
Toyota	173086	5.06	187558	5.38
Volkswagen	3350	.10	4549	.13
Others	2983	.09	2096	.08
Total Other Import Trucks	465727	13.62	504513	14.47
GRAND TOTAL ALL IMPORT TRUCKS	497947	14.56	548691	15.73

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

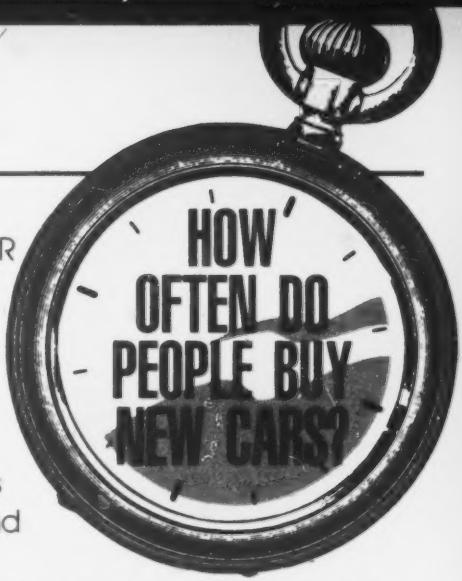
NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048938
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10965660	4963888
1988	10977863	5209267

(1) REVISED 10/89
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89



CONSUMER TIMING IN THE CAR MARKET, R. L. Polk's new study answers this question and more!

Find out by class, make, and carline, the interval between new car purchases. Also, learn how many cars are still in the hands of the original owner, by carline and year model.

For information or to order, call
VIRGINIA MCNAMARA (313) 292-3200 ex. 5219

PRICE: $1,800

R. L. POLK & CO.

6400 MONROE BLVD. • TAYLOR, MI 48180 • (313) 292-3200

AUTOMIS